



Signs of Progress

A New Billboard Program for Los Angeles



Reducing
Billboards



Funding
City
Services



Investing
In
Neighborhoods

A New Program for Los Angeles' Billboards

More than 1,000 Municipalities Already On-Board



“Since its passage, our city’s sign ordinance has benefitted Carson in many ways, allowing us to work with the community to ensure signs are beneficial to both residents and businesses.”

– Lula Davis-Holmes

Mayor Pro Tem, City of Carson



“The city’s new sign ordinance has created a tremendous opportunity by providing us the ability to reconsider the location of existing billboards, while allowing for the construction of new, appropriately placed signs that better suit the needs of the community.”

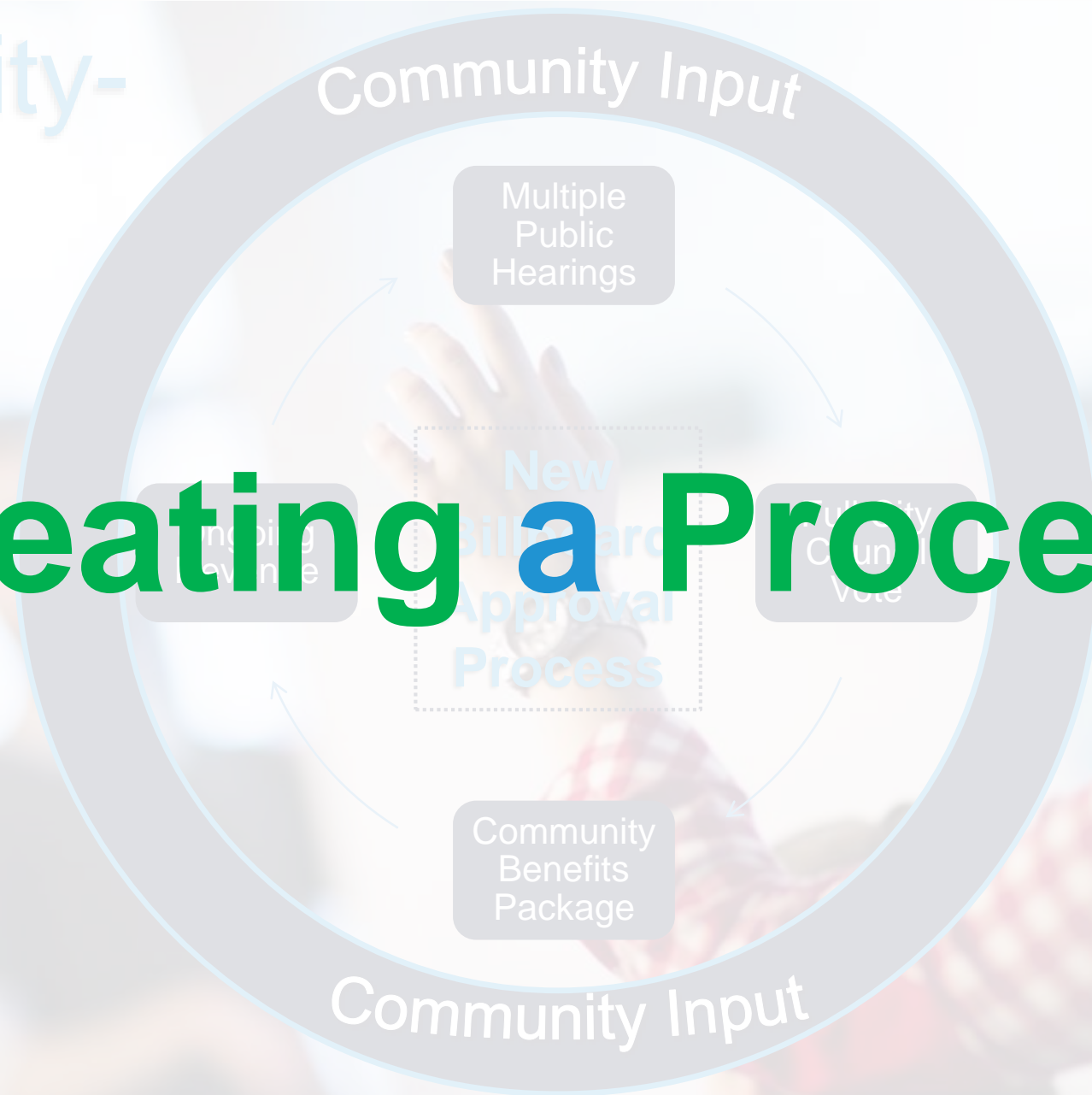
– Rex Richardson

Vice Mayor, City of Long Beach

A Proven Record of Success

Community-
Driven
Process

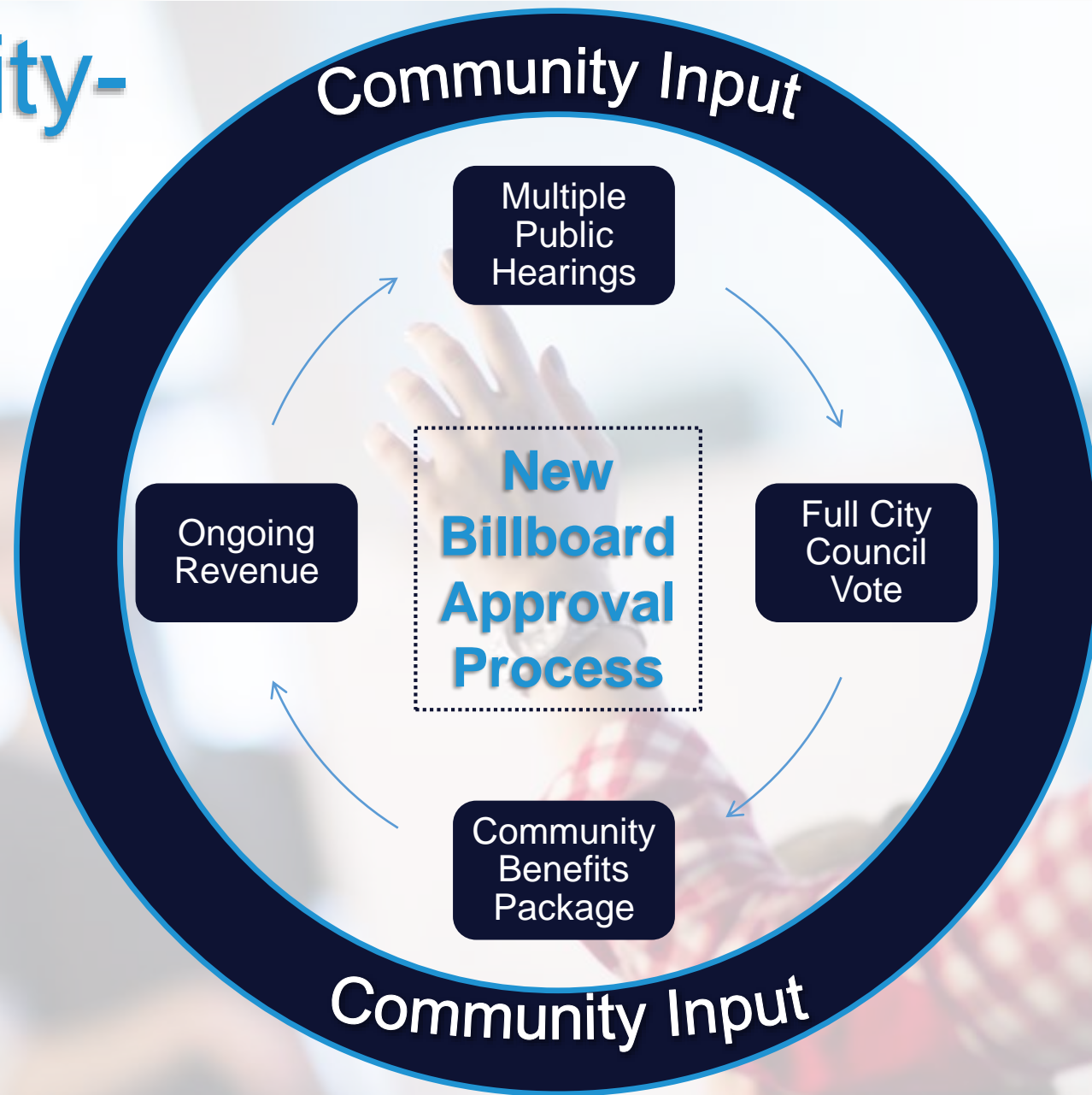
Creating a Process



A Neighborhood-Focused Solution

Billboard
Clear Channel
Outdoor

Community-Driven Process

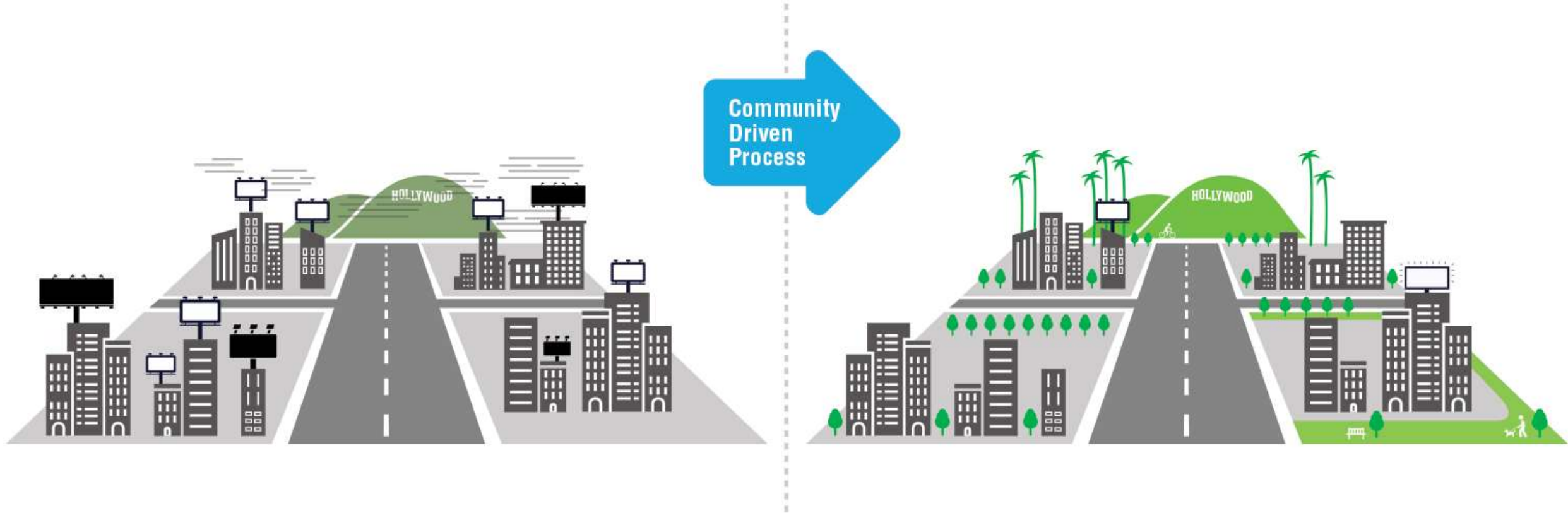


For Every
New or
Converted
Billboard

A Neighborhood-Focused Solution

Billboard
Clear Channel
Outdoor

A 30% Reduction of Billboards



Reducing Billboards

Revenue from New Billboards Could Help Support



Public Safety



Parks & Recreation



Homelessness



Infrastructure

Funding City Services

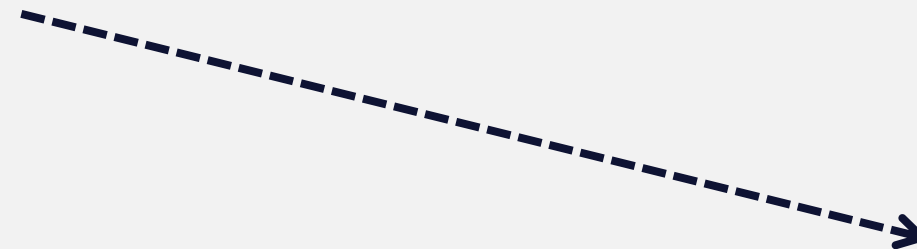
An Opportunity to Invest in Your Community



Police & Fire



Parks



Street Repairs

Investing in Neighborhoods



Take Down
Billboards



Fund
City Services



Invest
In Neighborhoods

Private
&
Public



Public
Only



Public Only: It's Not Going to Cut It

Public Only: It's Not Going to Cut It

Less Investment
In:



Public Safety



Homelessness



Parks & Recreation



Infrastructure

Private & Public: An All-Inclusive Solution

Broad Support from All Over LA

More than 100 Leaders & Organizations from Throughout LA Have Signed On

Business Community



LOS ANGELES AREA
CHAMBER OF COMMERCE



Community-Based Organizations



BOYS & GIRLS CLUB
OF THE WEST VALLEY



Clergy & Laity United
For Economic Justice



Trades and Labor Organizations



LOS ANGELES COUNTY
FEDERATION OF LABOR
AFL-CIO



A Community Supported Approach

Reduce. Fund. Invest.



Significant Reduction
of Existing Billboards



Ongoing City
Funding Streams



Community-Specific
Benefit Packages

A New Program for Los Angeles' Billboards



It's Your Community.
Join the Conversation at
SignsOfProgressLA.com